



**A CASE STUDY: THE EFFECTIVENESS OF 5P'S ELEMENTS IN  
MARKETING MIX TOWARDS SUCCESSFUL OF COMPANY MARKETING  
STRATEGY**

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**MELAKA**

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**“DECLARATION OF ORIGINAL WORK”**

I, YUHANIS BINTI ABD RAMAN, (I/C Number: 831001-05-5554)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have specifically acknowledged.

Signature:

Date:

## LETTER OF SUBMISSION

12 November 2009

Mr. Norazman bin Harun  
The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Administration  
Universiti Teknologi MARA  
75300 Melaka

Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**A CASE STUDY: “THE EFFECTIVENESS OF 5P’S ELEMENTS IN MARKETING MIX TOWARDS SUCCESSFUL OF COMPANY MARKETING STRATEGY.”**”, to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you

Yours sincerely

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YUHANIS ABD RAMAN  
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Bachelor of Business Administration (Hons) Marketing

## **ABSTRACT**

The topic of the case study is “The Effectiveness of 5 P’s elements in Marketing Mix towards successful of company marketing strategy”. As we know, these marketing mix elements are the four key decision areas that marketer’s must manage in order to facilitate the exchange or transfer of goods, services, or ideas so that they may satisfy customer needs better than the competition. Here, instead of the traditional of 4 P’s, there is another one extended element in marketing mix to be look for which is ‘people’ that can be refer to target customer.

These 5 P’s must be concern together in a single marketing plan to satisfy the customer’s needs and allow the firm to make a reasonable profit. Marketing mix elements are often viewed as controllable variables because they can be changed. They also describe the result of the management’s efforts to creatively combine marketing activities.

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 BACKGROUND OF THE COMPANY**

Koperasi Pekebun Getah Negeri Melaka Berhad (KOPKENEM), situated at Bangunan Risda Negeri Melaka is considered as fully private operating company. KOPKENEM is starting their operations on 30 June 1980 and currently have twelve permanent staff that led by the General Manager, Pn Rahmah bt M. Ali.

Basically, KOPKENEM is formed to assist the rubber taper in increasing and improve their standard of living. The main purpose of this company is to implement activities like replant development as well as collecting and processing the rubber itself.

Throughout the year, KOPKENEM was started to expand their business activities by getting the tender like doing landscaping and maintenance for RISDA, do maintenance service at old folk house at Cheng and do maintenance for landscaping for Perpustakaan Negeri & Perbadanan Muzium Melaka (PERZIM).

Besides, KOPKENEM also supply books and other stuff like equipment for netball and football at Unit Pendidikan Khas, Jabatan Pendidikan Negeri Melaka.

Currently, the latest activity that KOPKENEM do is selling Tea herbs product. These three tea herbs products named are Misai Kucing, Kaca Beling & Mas Cotek. This latest product is still new in the market which is only a year and still in the process of getting awareness and attention from public to purchase it.